

Food Network Satisfies Subscribers with Seamless Welcome Experience



The power of a first impression

After subscribing to Food Network's email newsletter directly from the brand's website, individuals receive fresh recipes, blogs, and more in their inbox. To enhance reader engagement and provide an even better customer experience, Food Network wanted an automated subscriber welcome email that delivered the freshest content every time.

A seamless welcome experience

Through Liveclicker's platform, the organization built a connected, cross-channel audience experience that encourages interaction at every step. No matter where someone lives or when they choose to engage, every subscriber receives a welcome email experience that features Food Network's freshest content. Because, without manual intervention, Liveclicker updates email messaging the moment it's opened.

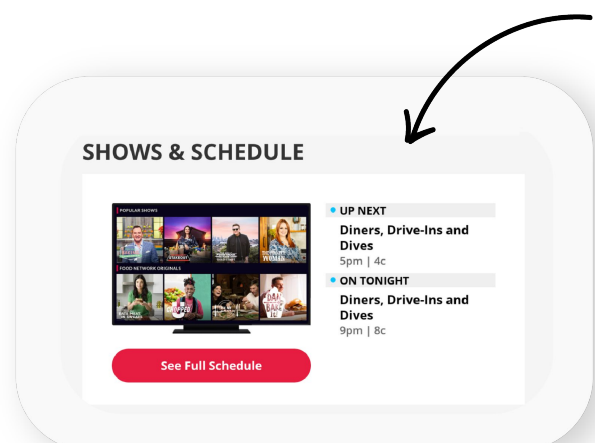
Enabling the brand's marketing team to automatically:

- Deliver Food Network's 10 most popular recipes as ranked by the site
- Display a live programming guide with what show is currently airing on Food Network, what's coming up next, and on prime time in the opener's local timezone
- Promote the three most popular blog posts on the Food Network site
- Encourage social engagement by showing off the brand's most recent Instagram posts

The results

Today, Food Network's subscriber welcome emails average a CTO of 36.5%, proving relevant content matters to audiences. But the real win for this brand's marketing team is its upgraded automation factor, which provides an exceptional experience to every subscriber while simultaneously saving the company a tremendous amount of time and internal resources.

Now, Food Network is rolling out moment-of-open capabilities across its entire portfolio of newsletters.



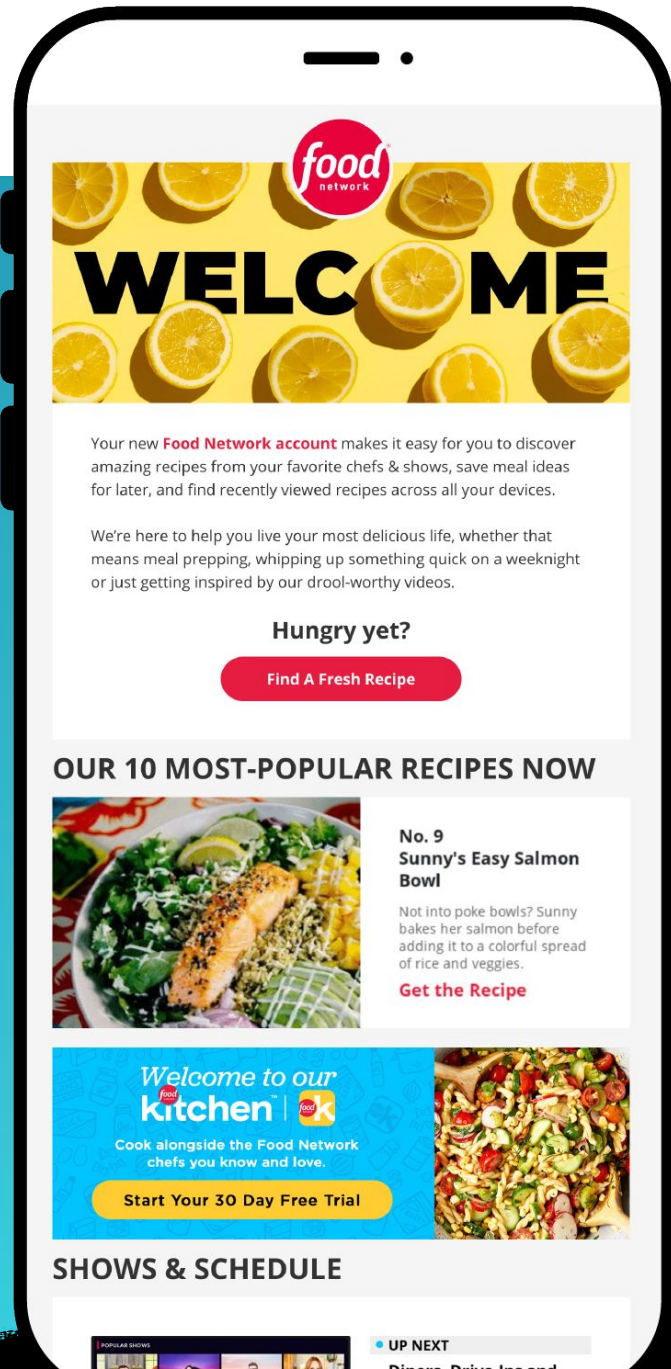
CTOR 36.5%

Huge Time and Cost Savings Achieved Through Automation

Seamless cross-channel experience

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The ability to automatically update content at the moment of open has been a game changer for our team. Now, we can provide a seamless, cross-channel experience for our customers and we don't have to worry about continuous updates to our campaigns. We love working with Liveclicker!



POPULAR SHOWS

UP NEXT